Home Appliance NewsLine

An AHAM Bulletin to Editors

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MAJOR APPLIANCE SHIPMENTS SHOWED MIXED PERFORMANCE AS YEAR'S SECOND HALF BEGINS

CHICAGO -- The major home appliance industry shipped 24.4 million units since the start of the year and 4.3 million units in June, strong levels for both periods but somewhat less than comparable 1989 periods, reports the Association of Home Appliance Manufacturers (AHAM).

Year-to-date shipments were 4.4 percent below the 1989 period, the industry's all-time semiannual shipment record.

Food preservation and home laundry products shipped in the first six months inched past their year-ago levels, while kitchen clean-up products nearly equaled theirs.

Decreased first-half shipments of microwave ovens (down 21.0 percent) and room air conditioners (down 7.0 percent) was the main reason for the slight sag in year-to-date shipments for the home comfort and cooking appliance groups.

A cool spring in most regions of the country held room air conditioner shipments down, while the high market penetration of microwave ovens translated into softened demand for 1990 shipments. At least three-fourths of all homes already own at least one of these cooking appliances.

For June, shipments were 3.9 percent lower than one year ago, and for the second quarter, down 4.3 percent.

In a month when most product categories did not surpass their year-ago

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levels, three did so with double-digit increases. Disposers (430,600 units) increased 30 percent to a record June level; dehumidifiers (114,000 units) were up 16.7 percent; and freezers (125,700 units), up 13.8 percent.

Monthly shipments of dishwashers advanced 3.8 percent to 334,900 units, their second-best June record.

While monthly shipments of the remaining product categories decreased, automatic washers (566,000 units), electric ranges (262,400 units) and gas ranges (184,100 units) were down only fractionally.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
June, 1990

	JUNE			CALENDAR YEAR TO DATE			CALENDAR QUARTER		
	1990	1989	% Change	1990	1989	% Change	1990	1989	% Change
ALL MAJOR APPLIANCES**	**4,337.4**	**4,514.0**	**-3.9%**	**24,367.7**	**25,493.6**	**-4.4%**	**12,338.3**	**12,890.8**	**-4.3%**
COOKING - TOTAL	**1,020.5**	**1,177.0**	**-13.3%**	**6,507.4**	**7,525.5**	**-13.5%**	**3,020.3**	**3,578.5**	**-15.6%**
ELECTRIC RANGES - TOTAL	262.4	262.8	-0.2%	1,487.4	1,493.6	-0.4%	762.8	753.3	1.3%
Free Standing	210.1	206.0	2.0%	1,164.1	1,176.7	-1.1%	602.7	596.2	1.1%
Built-in	52.3	56.8	-7.9%	323.3	316.9	2.0%	160.1	157.1	1.9%
GAS RANGES - TOTAL	184.1	184.2	-0.1%	1,080.1	1,034.3	4.4%	542.4	527.6	2.8%
Free Standing	174.5	172.5	1.2%	1,023.5	977.3	4.7%	515.5	498.3	3.5%
Built-in	9.6	11.7	-17.9%	56.6	57.1	-0.9%	26.9	29.3	-8.2%
MICROWAVE OVENS/RANGES***	585.9	743.9	-21.2%	4,012.6	5,080.7	-21.0%	1,751.0	2,338.1	-25.1%
HOME LAUNDRY - TOTAL	**924.6**	**958.1**	**-3.5%**	**5,452.9**	**5,448.3**	**0.1%**	**2,639.0**	**2,639.2**	**0.0%**
AUTOMATIC WASHERS	566.0	570.7	-0.8%	3,244.3	3,156.8	2.8%	1,604.3	1,557.5	3.0%
DRYERS - TOTAL	358.6	387.4	-7.4%	2,208.5	2,291.5	-3.6%	1,034.8	1,081.7	-4.3%
Electric	275.7	298.4	-7.6%	1,705.0	1,768.7	-3.6%	801.2	831.2	-3.6%
Gas	82.9	89.1	-7.0%	503.6	522.8	-3.7%	233.6	250.6	-6.8%
KITCHEN CLEAN UP - TOTAL	**783.2**	**672.0**	**16.5%**	**4,108.1**	**4,120.7**	**-0.3%**	**2,047.9**	**1,941.2**	**5.5%**
DISPOSERS	430.6	331.3	30.0%	2,189.4	2,186.9	0.1%	1,074.2	1,001.8	7.2%
DISHWASHERS - TOTAL	334.9	322.6	3.8%	1,814.8	1,825.2	-0.6%	922.4	887.2	4.0%
Built-in	316.0	305.7	3.4%	1,709.4	1,720.3	-0.6%	870.5	841.7	3.4%
Portable	18.9	16.8	12.5%	105.4	105.0	0.4%	51.9	45.5	14.1%
COMPACTORS	17.8	18.1	-1.7%	103.8	108.5	-4.3%	51.3	52.2	-1.7%
FOOD PRESERVATION - TOTAL	**890.8**	**891.5**	**-0.1%**	**4,077.8**	**4,046.2**	**0.8%**	**2,254.5**	**2,301.8**	**-2.1%**
REFRIGERATORS	765.1	781.0	-2.0%	3,494.2	3,479.2	0.4%	1,935.3	1,998.0	-3.0%
FREEZERS - TOTAL	125.7	110.5	13.8%	583.6	567.0	2.9%	319.1	305.8	4.3%
Chest	73.9	59.8	23.6%	325.9	314.2	3.7%	183.6	172.5	6.4%
Upright	51.8	50.7	2.2%	257.8	252.8	2.0%	135.5	133.3	1.7%
HOME COMFORT - TOTAL	**718.3**	**815.4**	**-11.9%**	**4,221.6**	**4,352.9**	**-3.0%**	**2,376.5**	**2,430.1**	**-2.2%**
ROOM AIR CONDITIONERS	604.3	717.7	-15.8%	3,660.0	3,935.9	-7.0%	2,023.9	2,182.4	-7.3%
DEHUMIDIFIERS	114.0	97.7	16.7%	561.6	417.0	34.7%	352.7	247.7	42.4%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.